

B1 - enabling to be notified by a customer of a commercial transaction;

- upon being notified, enabling customizing, via a data network, of equipment of the customer as associated with the commercial transaction.

IN THE SPECIFICATION

Please amend the first paragraph between P.1, 1.4 and P.1, 1.6 as follows:

B2 7 The invention relates to a computer-implemented method of doing business to stimulate commerce, especially, but not exclusively, as related to sales of merchandise, such as a product of manufacture or a service.

Please amend the fifth paragraph between P.1, 1.24 and P.2, 1.6 as follows:

B3 The invention provides a computer-implemented method of doing business that enables to stimulate commercial activities. According to the method a customer is enabled to notify a specific party, e.g., a manufacturer, importer, or distributor, or a specialized service provider, of a specific commercial activity wherein he or she is or was involved. Upon being notified, the party enables customizing, via a data network such as the Internet, the equipment of the customer as associated with the commercial activity. For example, the specific activity relates to sales of merchandise via a retailer, and the customer notifies the specific party of the purchase of the merchandise from the retailer. When the party has been notified, it enables customizing Internet-enabled or upgradeable electronic equipment of the customer, via the Internet, as associated with the specific retailer from whom the merchandise was purchased. For